

## **“Bringing the NN/LM Exhibit to the Wisconsin Nurses Association Conference”**

**Submitted on:** February 27, 2002

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**Exhibit:** “Bringing the NN/LM Exhibit to the Wisconsin Nurses Association Conference”

**Name of Meeting:** “Nursing 2001 : Embracing Challenges, Anticipating Changes and Making Choices”

**Location:** Stevens Point, Wisconsin

**Dates:** October 25-27, 2001

**Presenters:** Cindy Herzog, Saint Josephs Hospital, Marshfield, Wisconsin  
Diana Robertson, Northern Wisconsin Area Health Information Center, Marshfield, Wisconsin  
Mindy LaBonte, Saint Michael's Hospital, Stevens Point, WI

**Number of Registrants:** 500

**Number of exhibitors:** 50

### **Day 1:**

A. Exhibit Hours: 7:00 am – 1:15 pm

B. Contacts: 500

C. Demonstrations: PubMed, MedlinePlus, Clinical Trials, LoansomeDoc

Exhibit content included pamphlets, bookmarks, pens and fact sheets provided by the National Library of Medicine. These materials promoted PubMed, MEDLINEPlus, Clinical Trials, LoansomeDoc, and other National Library of Medicine services. The presenters supplemented NLM materials with information on CINAHL, BadgerLink, search tips, and websites of interest. There was also a laptop computer available for hands-on demonstrating.

Our exhibit booth was located near the entrance right next to the Pfizer booth. This proved to be an ideal location as conference attendees were first drawn to the “freebies” being offered by the Pfizer drug sales representatives. They would then wonder on and check out our booth. Presenters educated up to 500 nurses, nursing faculty and student nurses throughout the day. All attendees were grateful for the advice of librarians and surprised at all that was available to them for free.

The only major problem of the day was that the laptop computer tended to be problematic. First, there was a shortage in one of the wires, and so the monitor did not always work. Second, the Internet connection was extremely slow and conference attendees did not want to wait around to see a demonstration. In the future I would only recommend paying for a Internet connection if you are sure it is a fast connection. Also, bringing a backup laptop is recommended.

Overall, the conference planners were impressed at all that librarians had to offer and asked WHSLA to return for the WNA Annual Conference in October 2002.

**BUDGET:**

Exhibit Fee:	\$300.00
Telephone (Internet):	\$130.00
Transportation (Mileage):	\$22.01 (71 miles roundtrip at .31 cents/mile for Cindy Herzog)
Transportation (Mileage):	\$22.01 (71 miles roundtrip at .31 cents/mile for Diana Robertson)
Lunch:	\$15.00 (only one lunch ticket included with exhibit fee)

**TOTAL: 489.02**